

ABSTRACT

Ai Sonia Mardola (2017021056)

THE INFLUENCE OF LEADERSHIP AND BALANCE OF WORK LIFE IN IMPROVING EMPLOYEE PERFORMANCE IN RETAIL COMPANIES

This study aims to examine and analyze the influence of leadership and work-life balance on employee performance in retail companies. Respondents of this study were 30 permanent employees and non-permanent employees who work at retail companies in the scope of Tangerang and Jakarta. The research instrument used was an online questionnaire. The completed questionnaire data were then processed using SPSS. The results showed that the leadership role variable and work life balance variable significantly affected employee performance.

Keywords: Leadership Role, Work-Life Balance, Employee Performance

